

WHAT IS CLAIMED IS:

1. A method for comparing investments selected by a user with values also selected by the user, through a computer accessible for on-line interactive communication with users, comprising the steps of:

a. maintaining a list of values with the capability of the user selecting a value from the list;

b. maintaining a database of the investments of investment funds with information on each investment as to the list of values; and

c. providing an interactive on-line access to users to select a value and screen selected investment funds in respect to the value selected.

2. The method Claim 2 of providing users with the capability of selecting values and providing search engine capability to design a search of funds to fit the user's selected value.

3. A computer readable substrate having a computer program saved thereon, said computer program comprising the steps of:

a. providing a user with on-line access to a list of values homepage and a list of funds homepage;

b. providing said user with the capability of

selecting a value from the list of values; and

c. providing said user with the capabilities of selecting a fund and screening that fund for the value selected by the user.

5 4. A system for the supply of information concerning whether any investment of a selected investment fund is involved in any activities related to a value selected by the user from a list of values comprising:

10 a. a first memory area for storing a list of values; and

 b. a second memory area for storing information on the list of values for a list of investment funds.

15 5. The system of Claim 4, wherein said computer system is programmed to perform steps comprising:

 a. providing a user with on-line access to the list of value homepage and the list of investment funds homepage, said first memory area, said list of values homepage linking to said first memory area, said list of investment funds homepage linking to said second memory area;

20 b. providing on-line capabilities of viewing each of the homepages and selecting a value and investment fund; and

c. providing on-line capability of screening each investment fund selected in relation to the value selected and providing the user with the capability of viewing the results.

- 5 6. The system of Claim 5 of providing the user with search engine capability to design a search of investment funds that meet the user's values.

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